

COIN CONNECTION

Holiday Greetings from ATARI®

'Twas the week before Christmas
And all through ATARI
People were busy preparing
For the great Christmas party.

But before they could play,
There were things to be done:
Games to be sold, and
Tests to be run.

The games were lined up
All in rows on the floor
Just waiting to be packed
And shipped out the door.

Frank Ballouz, in his office,
With phone to his ear,
Is talking of Tempests
All good news he does hear.

Don Osborne, he knows
What distributors need:
Quality games
Such as Centipede™!

Orders are taken
And processed tout de suite,
Jeannie Angelo makes sure
All schedules to meet.

Mary Takatsuno
With clipboard in hand,
Tries to find out
Where players stand.

For Mariann Layne
Promotion's the way
To increase game earnings
Every day.

Across the Atlantic
In tiny Tipperary,
Shane Breaks sells games
To France, England & Italy.

Should you need a replacement
Or additional parts,
Darl Davidson knows
How to make your game start.

Fred McCord is the person
That you should hail
When your monitor, controls
Or P.C. board fail.

We've worked all year long
To bring you the best,
Like Warlords™, Red Baron,
Centipede and Tempest™!

Throughout '81
We've listened to you,
To provide you the best
In '82.

But for now,
We have only one thing to say:
Thank you for making
Our work more like play.



Thanks for your support



in 1981—Happy New Year!

Centipede™ Conquered at First ATARI World Championships Tournament

There was lots of action, lots of excitement, and lots of good game playing at the ATARI \$50,000.00 World Championships. The Tournament took place on October 29, 30, 31 and November 1 in Chicago. It was held at the Expocenter, just down the street from the Conrad Hilton Hotel where the AMOA was running simultaneously. The Expocenter was crowded with ATARI video game players who had come to test their skill in the first international video game championship ever held.

Centipede™, one of the latest blockbusters from ATARI, was the game selected as the "official Tournament game" and it proved a real challenge to the players, who had gathered from all parts of the country for the competition.

Included among the competitors was Matthew Laborieux, more commonly known as "Albert" on the popular television series "Little House on the Prairie". He placed 10th in the Open Singles competition, and also won one of the ATARI Specialty events. The winners of the Open Singles tournament were Eric Ginner of Mountain View, California, coming in first with a total of 52,431 points, Sam Mehta, placing second with 45,541 points, and Jon Weeks of Londonderry, New Hampshire, third place winner with 41,900 points. Eric said that he had been practicing for the Tournament at his local arcade "for at least one hour a day" and even more on weekends.

Ok-Soo Han of Northridge, California was the winner of the Women's Singles. Ok-Soo scored 53,220 points in order to



Eric Ginner conquers Centipede.

take the first place prize. Second place went to Julie Winecoff from Charlotte, North Carolina, with 36,613 points, and Faith Sloan of Chicago took third place with 34,372 points.

Frank Ballouz, Vice President of Marketing, commented: "The ATARI World Championships Tournament succeeded in accomplishing a couple of different goals. ATARI designed the Tournament to help recognize the players. We wanted to give players a real challenge, a high



A bustling crowd gathers at the entrance to the ATARI World Championships for video games.



Eric Ginner and Sam Mehta, first and second place winners in Open Singles event.

score goal that they would want to shoot for. Of course, in order for players to achieve and beat these high scores, they would have to play the games more often, thus there is a benefit for operators, too. Although there were a few problems in the organization of the Tournament, overall we are pleased with the results."

Tournament Games, Inc., the firm that organized the "\$400,000.00 Weekend" and who was hired by ATARI to run

the World Championships as a part of that Weekend, did not honor its legal responsibilities to ATARI and to all of the players. However, ATARI wants this problem to be resolved happily for everyone, hence the company intends to pay all cash prizes to every player who participated in the TGI Weekend. Players in any ATARI event who received checks from TGI may contact Don Davis at ATARI to find out more about collecting their prize money.



Frank Ballouz, V.P. of Marketing, awards trophies to Ok-Soo Han, Julie Winecoff and Faith Sloan, Womens' Singles champs.



Debbie Turner of ATARI Public Relations with Matthew Labortevre, television star.



A rapt audience watches as the Finalists battle it out for the title of World Champion.

Tellus™ Survey Attracts Big Crowds at 1981 AMOA

We'd like to thank everyone who talked to us at this year's AMOA and let you know that we are always listening and trying to respond to your needs.

The Tellus Survey which was conducted by Market Research at the AMOA was tremendously successful. Over 650 operators responded to the questions posed by Mary Takatsuno, Linda Butcher and Mike Friedman via the Tellus terminals. This was a much bigger response than last

year. And over 200 operators stopped and spent 20 minutes in in-depth interviews with the three Research people.

What do we do with all of the information gathered during the Survey? A lot of it is distilled into the research facts we print here in the Coin Connection every month. We also use this information to help us provide you with the best games and the best service in the industry.

ATARI to Have Independent Exhibit at International Trade Show

For the very first time, ATARI will have its own exhibition stand at the Amusement Trades Exhibition taking place from January 18 through January 21, 1982. And also for the first time, the ATE will be held in Birmingham, England, at the National Exhibition Centre. Previously, the ATE has been located in London, but due to scheduling conflicts and the need for a bigger display area, the people organizing the international exhibition chose the Birmingham site.

ATARI has planned special events and activities for the three day event. Available to attendees of the ATE will be brochures and sales literature on all of the ATARI games, including the current winners, Tempest™ and Centipede™. Some special promotional items will also be on hand for the international crowd.

Tempest will be the main feature at the ATARI stand. The sensational graphics and dramatic and challenging new

game play have made this video game a hit both in the U.S. and in Europe. Operators and distributors attending the ATE will be invited to play this exciting game and see just how different it is.

Market Research will be conducting a Tellus™ Survey in Birmingham during the show. Although they polled ATE attendees last year, this year they are planning on really expanding the scope of their interviews. After the tre-

mendous response they received at the recent AMOA show in Chicago, they are hoping that the response at the ATE will be equally high.

All in all, ATARI is planning on a busy three days in Birmingham. Come by and check out all of the activity, the games, and the special events that are scheduled. There is sure to be a lot of excitement at this year's ATE and the ATARI stand will certainly be a part of the excitement.

Official ATARI High Scorers 1981

Game	Player's Name	# of Points	Date and Time	Location
Centipede™	Dan Witman 16 years	556,886	11/26/81 1 hr., 5 min.	2-Bit Bandit Evansville, IN
Asteroids™	Dennis Hernandez 16 years	30,100,000	10/23-10/25/81 50 hrs., 12 min.	Space Odyssey Geneva, NY
Asteroids Deluxe™	Leo Daniels 19 years	269,230	8/21/81 1 hr., 7 min.	Jubilee Park Carolina Beach, NC
Battlezone™	Al Hokeness	5,205,000	11/22/81 4 hrs., 30 min.	Univ. Game Room Madison, WI
Missile Command™	George Pimms	51,952,110	7/18-7/19/81 28 hrs., 7 min.	Bumpers, Inc. Spokane, WA

ATARI Silkscreen Awarded "Golden Squeegees" at Dallas Convention

The Silkscreen department at ATARI recently received two gold and two bronze Squeegee awards for their exemplary silkscreen techniques. The awards were presented at the 1981 Screen Printing Association International convention held in Dallas at the end of October. The entries from ATARI Silkscreen were in competition with 1400 other entries from all over the world.

Gold Squeegees were awarded for Asteroids Deluxe™ two-

sided window decal and for the Asteroids Deluxe attraction panel. Bronze Squeegees were awarded for Centipede™ attraction panel and for Asteroids Deluxe for the backlit display.

"These awards are a big honour for all the members of the Silkscreen department," Dave Coiner, Silkscreen manager, stated. "Without the concentrated efforts of everyone in the department, we wouldn't be able to achieve such a high degree of technology and skill."



Dave Coiner, Silkscreen manager, with "Golden Squeegee".

Atari, Inc.
1265 Borregas Avenue
Sunnyvale, California 94086

First Class
U.S. Postage
PAID
Sunnyvale, CA
Permit 317



ATARI®
A Warner Communications Company